



EMAIL AUTHENTICATION SUMMIT

November 9-10, 2004

AGENDA

TUESDAY, NOVEMBER 9, 2004

8:00 Registration

8:30 Welcome and Opening Remarks
Chairman Deborah Platt Majoras, Federal Trade Commission

8:45 **Back to Basics: What is Email Authentication and How Does it Work?**
Sheryl L. Drexler, Investigator, Division of Marketing Practices, Federal Trade Commission
John R. Levine, Taughannock Networks

9:00 **Defining the Framework: Policy Considerations for Email Authentication**
Moderator
Colleen B. Robbins, Staff Attorney, Division of Marketing Practices, Federal Trade Commission
Panelists
Duane L. Berlin, Esq., Principal, Lev & Berlin, P.C. & General Counsel,
Council of American Survey Research Organizations
Scott Bradner, University Technology Security Officer, Harvard University
Paula Bruening, Staff Counsel, Center for Democracy and Technology
Ray Everett-Church, Esq., Managing Member, ePrivacy Consulting
Frank Gorman, Counsel, Bryan Cave, LLP
David Kaefer, Director, Business Development, Microsoft Intellectual Property & Licensing,
Microsoft Corporation
Howard Lipper, Executive Director, Law Division, Morgan Stanley
Annalee Newitz, Policy Analyst, Electronic Frontier Foundation
Daniel Quinlan, Vice President, Apache SpamAssassin, Apache Software Foundation
Jonathan Zuck, President, The Association for Competitive Technology

10:45 BREAK



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11:00 Email Authentication Proposals: Cryptographic Approaches

Moderator

Donna F. Dodson, Senior Computer Scientist, Security Technology Group,
National Institute of Standards and Technology

Panelists

Domain Keys: **Miles Libbey**, Anti-Spam Product Manager, Yahoo! Mail, Yahoo! Inc.
Identified Internet Mail (IIM): **Jim Fenton**, Distinguished Engineer, Cisco Systems, Inc.
Bounce Address Tag Validation (BATV): **Dave Crocker**, Principal, Brandenburg InternetWorking

12:30 LUNCH

1:30 Email Authentication Proposals: IP/Domain Based Approaches

Moderator

William E. Burr, Manager, Security Technology Group, National Institute of Standards and Technology

Panelists

Sender ID: **Harry Katz**, Program Manager, Safety Technology & Strategy Group, Microsoft Corporation
Client SMTP Validation (CSV): **Douglas Otis**, Senior Engineer, Research and Development,
Mail Abuse Prevention System

3:00 BREAK

3:15 Email Authentication Methods: Testing, Implementation, and Evaluation

Moderator

Sana D. Coleman, Staff Attorney, Division of Marketing Practices, Federal Trade Commission

Panelists

Scott Brown, CTO, ColdSpark

Mike Chadwick, Vice President, Application Development, Go Daddy Software, Inc.

David Fowler, Director of Deliverability & ISP Relations, @Once

Carl Hutzler, Director of Anti-Spam Operations, America Online, Inc.

Karl Jacob, CEO and co-founder, Cloudmark

Bill Karpovich, SVP Marketing & Strategy, Port25 Solutions, Inc.

Barry Leiba, Senior Software Engineer, IBM Thomas J. Watson Research Center

Dan Nadir, Vice President, Product Management, FrontBridge Technologies

Robert Sanders, Chief Architect, EarthLink

Ron Schnell, Vice President, Equifax Marketing Services

Rand Wacker, Director of Product Strategy and Planning, Sendmail Inc.



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WEDNESDAY, NOVEMBER 10, 2004

8:00 Registration

8:30 Opening Remarks

Commissioner Jonathan Leibowitz, Federal Trade Commission

8:45 **Email Authentication: How Spammers Circumvent Authentication Methods**

Moderator

Daniel Salsburg, Assistant Director, Division of Marketing Practices, Federal Trade Commission

Panelists

Scott Chasin, CTO, MX Logic, Inc.

Tripp Cox, CTO and Vice President of Technology, EarthLink

Brian Cunningham, President and Lead Protocol Architect, Message Level

Pavni Diwanji, Chairman and Founder, MailFrontier

Dr. Phillip Hallam-Baker, Principal Scientist, VeriSign Inc.

Keith Moore, Senior Research Associate, Innovative Computing Laboratory, University of Tennessee, Knoxville

James A. Powers, Esq., VP and General Counsel, ICS Network Systems, Inc. & President, Data Rights & Privacy Advisors, LLC

Clay Shields, Assistant Professor, Department of Computer Science, Georgetown University

10:15 BREAK

10:30 **Email Authentication: Real World Effects**

Moderator

Sana D. Coleman, Staff Attorney, Division of Marketing Practices, Federal Trade Commission

Panelists

Dawn Rivers Baker, Founding Member-Government Relations, International Council of Online Professionals

Elizabeth Bowles, President, Aristotle.Net Inc.

Arthur Emerson III, Network Administrator, Mount Saint Mary College, Newburgh, NY

John A. Greco, Jr., President and CEO, Direct Marketing Association, Inc.

Dr. Phillip Hallam-Baker, Principal Scientist, VeriSign Inc.

J. Trevor Hughes, Executive Director, NAI Email Service Provider Coalition

R. David ("Dave") Lewis, Vice President, Deliverability Mgt & ISP Relations, Digital Impact



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Fred Lindberg, Chief Technology Officer, CheetahMail, An Experian Company

Peter Milla, Member Board of Directors, Co-Chair Technology Committee,

Council of American Survey Research Organizations & Executive Vice President, CIO, Harris Interactive

Margaret Olson, CTO and VP, Architecture, Constant Contact®

Daniel Park, Chief Technology Officer, Roam Secure

Robb Wilson, General Manager, Quris

12:00 LUNCH

1:00 **Global Impact of Email Authentication: International Perspectives**

Moderator

Yael Weinman, Legal Advisor, International Division of Consumer Protection, Federal Trade Commission

Panelists

Dave Crocker, Principal, Brandenburg InternetWorking

Hadmut Danisch

Neil Schwartzman, Founding Member & Chairman, CAUCE Canada & Co-chair, Email Authentication & Certification Working Group, Canadian Federal Anti-spam Task Force

2:00 **Email Authentication: Overcoming Spammers' Tricks and Moving Towards Implementation**

Moderator

Daniel Salsburg, Assistant Director, Division of Marketing Practices, Federal Trade Commission

Panelists

Domain Keys: **Brad Garlinghouse**, Vice President, Yahoo! Communications Products, Yahoo! Inc.

Identified Internet Mail (IIM): **Jim Fenton**, Distinguished Engineer, Cisco Systems, Inc.

Bounce Address Tag Validation (BATV): **Dave Crocker**, Principal, Brandenburg InternetWorking

Sender ID: **Ryan Hamlin**, General Manager, Safety Technology & Strategy Group, Microsoft Corporation

Meng Weng Wong, Founder & CTO for Special Projects, Pobox.com

Client SMTP Validation (CSV): **Douglas Otis**, Senior Engineer, Research and Development, Mail Abuse Prevention System

3:15 BREAK



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3:30 **Beyond Email Authentication: The Role of Reputation, Accreditation and Other Tools**

Moderator

Sheryl L. Drexler, Investigator, Division of Marketing Practices, Federal Trade Commission

Panelists

Hans Peter Brondmo, Entrepreneur & Fellow, Digital Impact

Daniel Burton, Vice President of Government Affairs, Entrust, Inc.

Des Cahill, CEO, Habeas Inc.

Stephen Currie, Director of Product Management, EarthLink

Ray Everett-Church, Managing Member, ePrivacy Consulting

Richard Gingras, President & CEO, Goodmail Systems, Inc.

Fran Maier, Executive Director and President, TRUSTe

George P. Mattathil, CEO, Strategic Advisor, Strategic Advisory Group

Clemens Perz, CTO, All About It S.à.r.l.

Craig Taylor, VP, Technology, IronPort Systems

Karen J. Wendel, CEO, Identrus

Meng Weng Wong, Founder & CTO for Special Project, Pobox.com

Tonny Yu, CEO, Mailshell

5:15 Closing Remarks

Commissioner Orson Swindle, Federal Trade Commission